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ABSTRACT

This educational program, which includes a moderator's guide and a videotape, is designed to help educators teach media literacy skills regarding smoking to students in middle and early high school. The moderator's guide helps teachers conduct an engaging discussion and provide followup educational activities around the Smoke Screeners program video. The 15-minute video is a fast-paced show designed to expose unrealistic portrayals of smoking in the movies as well as the real life dangers of tobacco. It encourages youth to be lifelong critical thinkers and critical viewers. The moderator's guide presents a welcome to the program and describes the program components. The five program steps are: preparing for the videotape (general discussion about favorite movies); introducing the video by asking questions about smoking in the movies; showing the 15-minute video; discussing the video; and introducing Smoke Screeners activities. The guide also includes a collection of reproducibles, a glossary and resource sheet, and a resource and information sheet. (Contains 21 references.) (SM)

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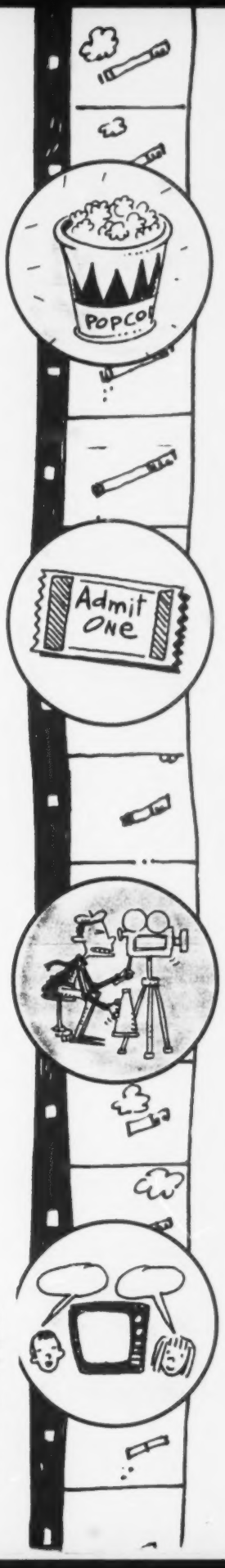
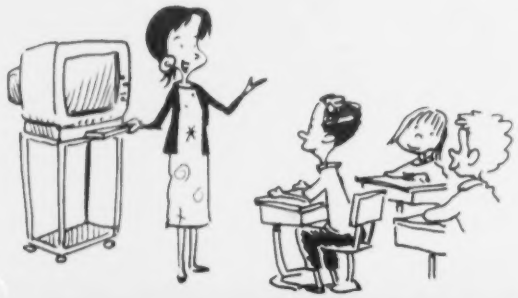


Smoke Screeners

An educational program to help young people decode smoking in the movies



Moderator's Guide

SP039765

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DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Centers for Disease Control
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Atlanta GA 30333

Dear Educator:

Each day, more than 3,000 youth in America become daily smokers. Few of them believe this is a long-term choice. Unfortunately, nearly three-fourths of young people who smoke daily will still be smoking five years later. The average age when most smokers try their first cigarette is 14, a time when young people are prone to experiment to fulfill their desire to feel accepted and improve their self-image. Smoking cigarettes may also lead to other risky behaviors, such as the use of alcohol, marijuana, and other illegal drugs.

Many external factors influence a young person's decision to smoke. Of particular concern has been the dramatic increase of tobacco use in popular movies in recent years. Most young people are frequent moviegoers and video watchers, and when they see their favorite actors "lighting up" in the movies, research has shown that young people may be more likely to "light up," too. Movies often portray smoking as normal, glamorous, and "cool," yet do not reflect the deadly health risks of smoking such as lung cancer, emphysema, and heart disease.

Parents and teachers cannot always monitor what young people are watching, but they can teach them media literacy: the ability to question what they are watching and to distinguish between fact and fiction.

This "Smoke Screeners" educational program, which includes the *Moderator's Guide* and "Smoke Screeners" video, will help you teach media literacy skills to young people. The Program can be used in a classroom or other youth group setting. With your help, our youth can become expert Smoke Screeners, armed against glamorized smoking in the movies and on television, and ready to make healthy choices when it comes to deciding if they should use tobacco.

Thank you for your support of these efforts to improve the health and well-being of our Nation's youth.

Sincerely,

Jeffrey P. Koplan

Jeffrey P. Koplan, M.D., M.P.H.
Director

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SMOKE SCREENERS

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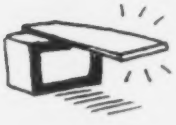

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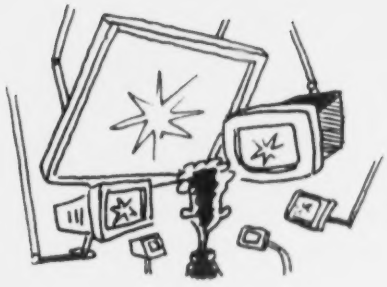
WELCOME!
TO THE SMOKE SCREENERS PROGRAM

Welcome to the Smoke Screeners Program!



Designed to be used in a classroom or youth group setting, this program invites youth to become critical movie and TV viewers. By drawing attention to how smoking is normalized (made to look acceptable) or glamorized (made to look cool) in many films and on television, Smoke Screeners will increase student awareness of tobacco use in popular entertainment. Very simply, the Smoke Screeners message for young people is "View and think!"

Youth are exposed to an extraordinary array of messages via many forms of media: music videos, computer games, TV shows, the Internet, and movies. Some of the most harmful and pervasive messages portrayed by the entertainment industry include the images of smoking as cool, acceptable, and commonplace. Movies in particular show smoking and other tobacco use in ways that appeal to youth, but often don't show the deadly health consequences.

When movies normalize or glamorize tobacco use, they create a "smoke screen" between viewers and the truth. The Smoke Screeners program encourages young people to see through the smoke on the movie screen - to become Smoke Screeners.

A Focus on Smoking in the Movies

Recent data are bringing the problem into clear focus. Despite the fact that fewer adults in the United States are smoking in real life, there has been a significant increase of smoking in movies over the last several years. Since young people are frequent moviegoers, they are consequently being exposed to unrealistic smoking scenarios on a regular basis. A recent American Lung Association study reviewed the top 50 box office movies of each year between 1991 and 1998. The youth-led study found that although smoking had decreased somewhat in the mid-1990's, it has steadily risen since then. For 1997/98, 88% of the movies reviewed contained tobacco use, and in 74% of them, it was the lead actors who were smoking. According to the Office of National Drug Control Policy, 89% of the top 200 movie rentals from 1996 and 1997 contained tobacco

use. Tobacco was used in 79% of G or PG movies, 82% of PG-13 movies, and 92% of R-rated movies — with negative consequences rarely portrayed. Smoking in the movies has an influence globally, as American movies are watched virtually everywhere in the world. When an actor lights up, that image reaches impressionable young people in Europe, Australia, Asia, Africa, and beyond.

The Best Chaperone at the Movies: Media Literacy

Neither parents nor educators have the resources or time to effectively filter or manage the daily barrage of media messages that young people are exposed to. That's why we must help youth become media literate. Then, young people — on their own — learn to distinguish between fact and fiction, reality and illusion. Students begin to question sources of information and look for missing facts.

To learn more about media literacy in other mediums of entertainment, we recommend the activity guide "MediaSharp" available on CDC's Web site at www.cdc.gov/tobacco or by calling 1(800) CDC-1311.

Smoke Screeners Goals: Cutting Through the Smoke Screen

- *Heighten young people's awareness about tobacco in movies and on TV.*
- *Help young people consider how the entertainment industry normalizes and glamorizes tobacco use.*
- *Reduce the impact that widespread images of smoking have on young people's attitudes and behavior.*

Smoke Screeners Target Audience: Eleven to Fourteen Year-Olds

Smoke Screeners is designed for students in middle and early high school. Youth in this age group love to experiment. When young people begin experimenting with tobacco, they are vulnerable to addiction before they get the facts. And, once they make the decision to use tobacco, the habit can last a lifetime.

We also know that young people are big video watchers and moviegoers. In fact, a recent study from the Motion Picture Association of America showed that 48% of youth ages 12-17 say they go to a movie at least once a month, compared with just 26% of people over age 17. And because movie stars are often role models for young people, actors' use of tobacco can affect how youth feel about smoking.

THE SMOKE SCREENERS PROGRAM

This guide will help you conduct an engaging discussion and provide follow-up educational activities around the Smoke Screeners centerpiece video. We have estimated the total time to show and discuss the video (steps 1 - 4) to be about 45 minutes. But you know your group best, so feel free to adjust the session according to your schedule and personal teaching style. As with any educational material, you will want to preview the video prior to the group showing. There are two pauses in the video that provide an opportunity to discuss students' reactions and the messages presented in those sections. The follow-up educational activities (step 5) help youth turn their learning into action. You will find a sample "letter to parents" on page 13. You may wish to use this as a model for a letter to send home with your students, to further support the learning objectives of this program.

1. Warming Up for the Show!

Start a Discussion Before the Smoke Screeners Video

Before you show the video, you can focus students' attention by asking general questions about their movie-viewing habits. You may want to record students' responses so you can refer back to them after the video concludes. The following questions are sample conversation starters.

- *Who has been to the movies lately?*
- *What videos have you or your friends and family rented?*
- *What movie or video was your favorite? Why?*
- *Do you have a favorite movie star? Why?*

This introduction is designed to help focus students' attention and engage them in a discussion. It will allow instant participation and establish a personal connection with the subject matter.

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2. Before the House Lights Dim

Introduce the Smoke Screeners Video

Just before showing the Smoke Screeners video, steer the conversation toward the issue of smoking in the movies. This will help reveal the group's general awareness of tobacco use in the movies and establish a starting place for the media literacy exercise.

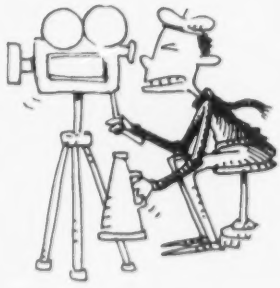
Here are some sample questions you may want to ask:

- *Did any of the characters smoke in the movies we've talked about?*
- *How about other movies you've seen? Did the characters smoke?*
- *Can you think of any reasons why the characters were smoking? (possible answers - cigarettes are an easy prop, the celebrity smokes in real life, smoking is in the script, smoking sets a mood)*
- *How do you think smoking or chewing tobacco makes a character look? Why?*

Note: Be careful not to bias the conversation with your own opinions about tobacco use in the media. Your goal should be to facilitate the discussion and allow students to reach their own conclusions.

3. Lights, Camera, Action!

Show the Smoke Screeners Video



The Smoke Screeners video, fast-paced and engaging, is designed to recruit a generation of young Smoke Screeners. Exposing unrealistic portrayals of smoking in the movies as well as the real-life dangers of tobacco, the video encourages young people to be life-long critical thinkers and critical viewers.

The goal of this video is not to make movies seem like a bad thing. We know that young people love movies, and movies convey many positive messages. The goal is simply to heighten awareness that what we see on the screen is not always what is true in real life.

You might mention that several actors seen in the video clips have died of diseases caused by smoking. They include: Bette Davis, Humphrey Bogart, and Gary Cooper.

For an extensive list of film, television, and sports celebrities who have died from tobacco-related illness, visit the following Web site: www.tobacco.org/Misc/lossesplain.html.

4. Lights Up

What did you think of the VIDEO?
MAIN messages?
Why do directors use smoking in the movies?
Do You think Smoking in the movies has an effect on you?

Continue the Discussion During the Pauses or After the Smoke Screeners Video

Solicit students' reactions. Find out what images, characters, and points of view made an impression on them.

You may want to use the following questions to help guide the conversation:

- *What were the main messages in the video?*
- *What do you think about actors smoking in movies? Could they do something else with their hands? If so, what?*
- *What are some other things that an actor can do to convey nervousness, power, attractiveness, etc.?*
- *What does smoking say about a character? Why?*
- *Is tobacco necessary for an actor's portrayal of a character or to the movie in general?*
- *Would anything be lost if there were no tobacco use in a movie?*
- *Why do you think film makers use smoking in the movies?*
- *Did you learn anything new? (Product exposure, incidence of smoking, etc.)*
- *Have your feelings about tobacco use in the movies changed after watching the video?*
- *Do you think smoking in the movies could influence anyone you know to start smoking?*
- *Movies often glamorize smoking, or make it seem normal, but don't show the health risks or short-term consequences. What are the health risks? What are the effects on a smoker's appearance and physical performance?*

Note: What happens if you get tough questions? If questions are raised during the discussion that you don't feel you have the resources to answer, don't panic! If certain issues can't be addressed during the discussion, refer to the Fact Sheets (pages 14, 15 & 16) and the Smoke Screeners Resource and Information Sheet (back cover).

Also, you and the students can check the CDC's Office on Smoking and Health Web site (www.cdc.gov/tobacco) or call 1 (800) CDC-1311 for additional information on tobacco use.

5. Fade Up: Smoke Screeners Activities

One of the goals of the Smoke Screeners Program is to have students simply think about tobacco use in the next movie or TV show they see, as well as all subsequent movies they may view. These activities are a great start to weaving media literacy into young people's lives. The more youth practice critical viewing, the more likely they are to make healthy life choices. Depending on your interest, time, and curriculum flexibility, we have provided several activities to reinforce or expand on the ideas introduced in the video.

ACTIVITY 1. SMOKE SCREENERS MOVIE REVIEW

The Smoke Screeners Movie Review Checklist is provided (pages 10 & 11) for students to review a movie's or TV program's portrayal of tobacco use. This checklist can be used as a formal assignment or as an extracurricular activity:

- *In class/club with a video rental.*
- *On a field trip to the movie theater.*
- *As a 1-day to 2-week assignment using a rental video, going to the movies, or watching their regular television movies or programs at home. (This could include asking parents, grandparents, or siblings to watch together.)*

Using the checklist, students record each incident and portrayal of tobacco use during a film. Results can be shared later and can form the basis for further discussion or a letter-writing campaign. Results can also be reported in the student or local newspaper as a special feature or regular column.

Note: You may want to check your school policy to see whether written parental permission is necessary before showing students a movie.

ACTIVITY 2. START A LETTER-WRITING CAMPAIGN

Sharpen your pencils, jump on the computer - let the movie and TV industry know what young people think! Letters to filmmakers, producers, directors, actors, etc., asking for less tobacco use or realistic and responsible portrayals of smoking in future movies can be an effective grassroots call-to-action. Students are customers - customers who can make specific recommendations about the product they're "buying." Maybe then more filmmakers will think about their influence on young people.

Here's a sample letter:

Dear Actor/Director,

As part of the Smoke Screeners project, students watched the film/ program "_____" in which you starred/that you directed. We were concerned to see cigarette/cigar smoke/spit tobacco in "X" number of scenes throughout the film/program. Not once was there any mention of the serious health consequences of smoking.

Youth often look up to actors and want to imitate them. Maybe you don't realize that when you light up/have an actor light up on screen and make it look so cool, it can encourage kids to smoke.

Don't get us wrong. We love films, and we're not asking you to take all smoking scenes out of the movies - but, consider showing smoking less often and more realistically. With your talent, you could easily use other props and gestures to create celebrative, rebellious, romantic, frustrated, and other moods.

Thanks for listening,

Your Name

Your Grade, School, Town, State

Note: The Resource and Information Sheet on the back cover lists addresses to begin your letter-writing campaign. For the most up-to-date addresses, check the Smoke Screeners Web page at: www.fablevision.com/smoke screeners.

ACTIVITY 3. PUBLISH SMOKE SCREENERS MOVIE REVIEWS

Establish a regular Smoke Screeners Movie Review Column by students in your school newspaper or newsletter. The short reviews would focus on which movies contained tobacco use, which characters smoked, why smoking occurred in the film, and how realistic the smoking appeared to be, as well as whether they could have used other props or gestures to create a similar mood.

ACTIVITY 4. CREATE A SMOKE SCREENERS WEB SITE

If Web resources are available, students can create a Smoke Screeners Web site to promote local campaign activities. In fact, many Internet service providers offer opportunities to build Web pages for free. Check with local providers for more information.

The home page could include the following:

- *Smoke Screeners movie review (created in Activity 1).*
- *Reports on local Smoke Screeners activities.*
- *Links to other Web sites with health and tobacco prevention activities.*

Note: The Resource and Information Sheet on the back cover lists Web sites to which you can link.

ACTIVITY 5. REWRITE THE SCRIPT

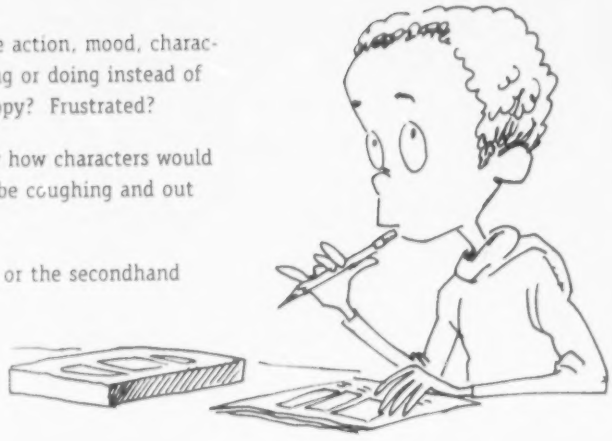
Here's a chance to let your students be movie scriptwriters! Ask students to rewrite portions of their favorite movies in one or more ways.

They can either

- eliminate tobacco use in the movies. Ask them to think about the action, mood, character development, and dialogue. What could the characters be holding or doing instead of smoking or chewing tobacco that still makes them look lonely? Happy? Frustrated?

- rewrite the scene to make the use of tobacco more realistic. Show how characters would act or speak if they actually were regular smokers (e.g., actors may be coughing and out of breath instead of effortlessly jogging).

- Add negative comments about lighting up, not being able to quit, or the secondhand smoke bothering someone.



To do it the way professionals create a film, you can use a Smoke Screeners Storyboard Sheet (example on page 12) to plot out the writing and visuals from that scene. Share the results with the class in the form of a group presentation or in-class school exhibit.

ACTIVITY 6. TAKE 2! ROLE PLAYING

Ask your students to role-play scenes from movies that exhibit unrealistic portrayals of tobacco use. Have them play characters from those movies and demonstrate the reality of those situations (e.g., Leonardo DiCaprio has a coughing attack during a romantic scene in Titanic; Linda Hamilton is wheezing and coughing when she's running away from the Terminator in Terminator 2).

Note: If you've done *Activity 5- Rewrite the Script*, you can base the role playing on the work you've already done there.

ACTIVITY 7. SMOKE SCREENERS POSTER CONTEST

Have students create their own Smoke Screeners poster for "realistic smoking in the movies." The poster should express the ideas presented in the Smoke Screeners Program in a way that students think will reach their peers. This could be a contest within a class, youth center, or school-wide.

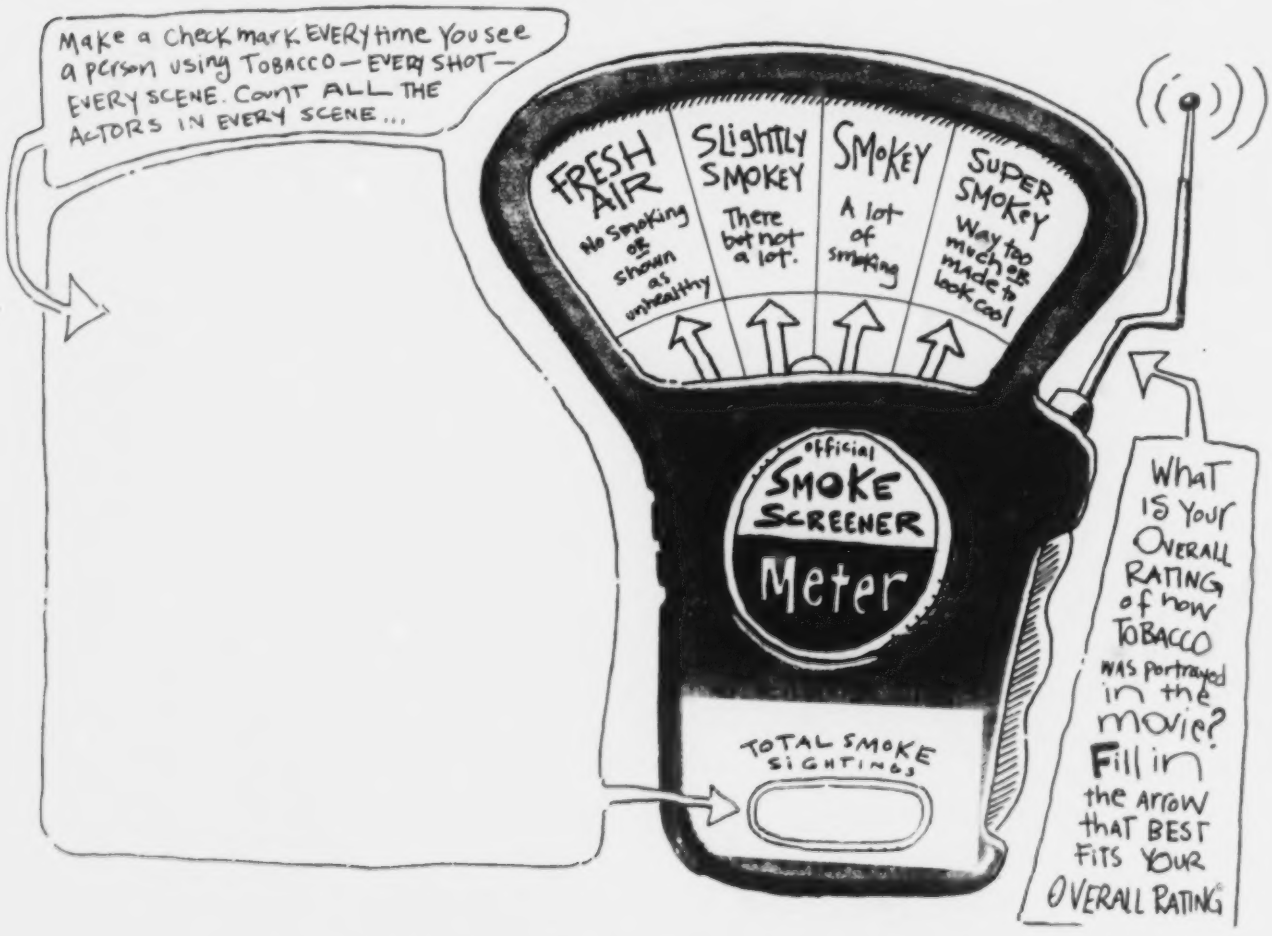
Note: You can visit the CDC Office on Smoking and Health Web site (www.cdc.gov/tobacco) to order free posters of the music group Boyz II Men, supermodel Christy Turlington, or other available posters to use as prizes.

SMOKE SCREENERS Movie Screener Checklist, Part 1

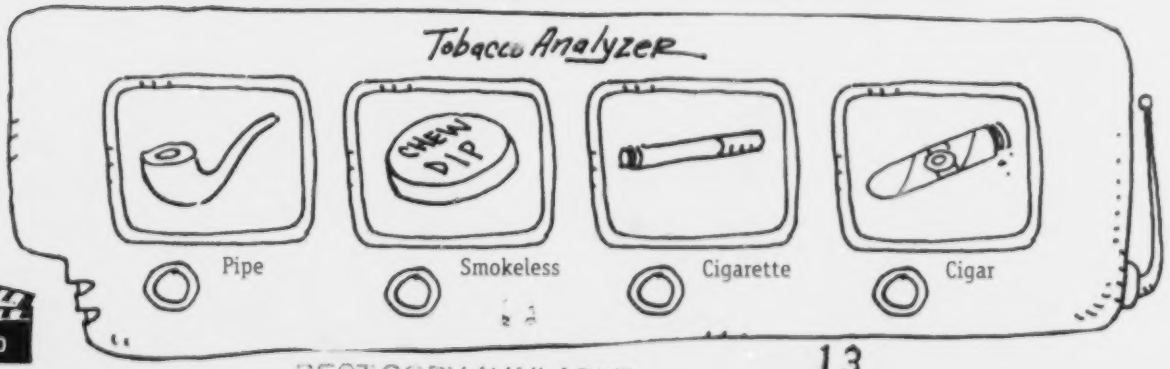
Name of film/video/TV program _____

Starring _____

Did you like the movie? (circle one) Excellent Good OK Boring Rotton


Make a check mark EVERY time you see a person using TOBACCO — EVERY SHOT — EVERY SCENE. Count ALL THE ACTORS IN EVERY SCENE...
FRESH AIR
No Smoking or shown as unhealthy
SLIGHTLY SMOKEY
There but not a lot.
SMOKEY
A lot of smoking
SUPER SMOKEY
Way too much or made to look cool
official SMOKE SCREENER Meter
TOTAL SMOKE SIGHTINGS
What is your OVERALL RATING of how TOBACCO was portrayed in the movie? Fill in the arrow that BEST FITS YOUR OVERALL RATING

Which kinds of tobacco were used in the film?



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SMOKE SCREENERS Movie Screener Checklist, Part 2

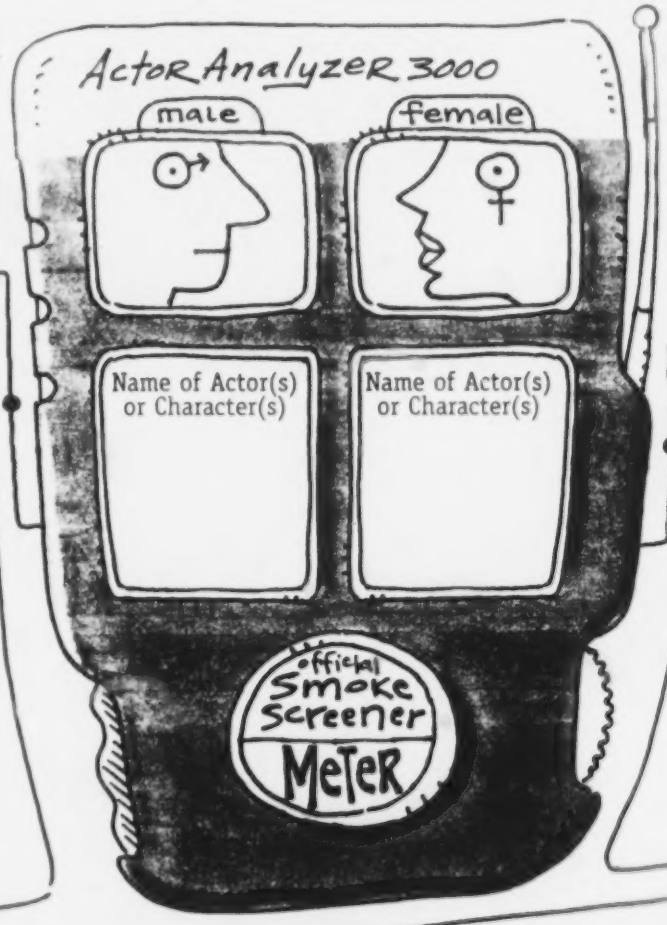
Name of film/video/TV program _____

Did you spot any specific tobacco brand names on packs, clothing, or signs during the movie/TV show? If so, which ones?_____

The male actors used tobacco to look more...

CHECK ALL THAT APPLY:

- ❑ Glamorous
- ❑ Romantic
- ❑ Successful
- ❑ Happy
- ❑ Accepted
- ❑ Powerful
- ❑ Nervous
- ❑ Frustrated
- ❑ Dangerous
- ❑ Angry
- ❑ Rebellious
- ❑ Other



The female actors used tobacco to look more...

CHECK ALL THAT APPLY:

- ❑ Glamorous
- ❑ Romantic
- ❑ Successful
- ❑ Happy
- ❑ Accepted
- ❑ Powerful
- ❑ Nervous
- ❑ Frustrated
- ❑ Dangerous
- ❑ Angry
- ❑ Rebellious
- ❑ Other

My Review:

What character did you like best?

Did he/she use tobacco?

Would the movie have been as good if that character or others didn't use tobacco?

Other comments:

THE SMOKE SCREENERS
SMOKE-FREE STORYBOARD SHEET

Script writers use storyboards to help plan a movie.

Create a storyboard sheet like this one to help rewrite portions of your favorite movie or TV show to eliminate the smoking or make it more realistic.

Draw what you want to happen in each box and write what the actors will say or do on the lines under the boxes.

This will be helpful for rewriting a movie with your own smoke-free version of the script.

Draw simple pictures to describe the action in each scene

Movie The Iceberg PAGE 2 DATE

1 Anne sits at breakfast table with a group of people

2 She argues with the other guests

3 "A young girl better watch her P's + Q's."

4 Anne gets very mad.

5 She flings her butter at man (INSTEAD of blowing Smoke)

6 He is steamed, but gets her point

Write the dialog on the lines below.

Important! Remember to point out the change you are making to the scene.

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Dear Parent or Guardian:

This note is to inform you that your child _____ has been asked to participate in a unique program, "Smoke Screeners," designed to help young people become more aware of how tobacco use is portrayed in movies and other entertainment programs.

Back in the early days of film making, smoking on camera was the rule. Then we learned how deadly cigarettes are, and smoking in the movies went way down. Unfortunately, research now shows that smoking in the movies is on the rise.

Many directors like to use tobacco on the screen because it can quickly express a wide variety of emotions like anxiety, relaxation, and rebelliousness. Some actors just like the way they look holding a cigarette. So, movie viewers — especially young people — can get the impression that smoking is cool and that many more people smoke than really do. Plus, movies rarely show the health effects or other problems that smoking causes.

To help young people "see through the smoke" about tobacco use in movies and other media, "Smoke Screeners" features an entertaining video and a moderator's guide to stimulate class discussion. The program does not preach at young people; rather, it invites them to search for the truth in what they see and hear. Many educators believe this technique, called "media literacy," is critical to help young people make healthy life decisions such as avoiding tobacco.

Over the coming weeks, you can support what we've done in the classroom by helping your family become more aware of how tobacco use is portrayed in movies and on TV. You can start a good discussion by asking questions like, "Have you noticed how many characters in this movie smoke?," or, "Do you think someone who runs so fast or looks so healthy really smokes?"

With your support, we can help our young people choose a tobacco-free lifestyle. For more information about "Smoke Screeners," or for other suggested activities, visit the Centers for Disease Control and Prevention Web site, www.cdc.gov/tobacco.

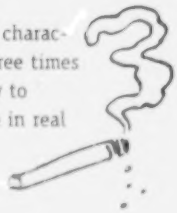
Sincerely yours,

(Teacher)

SMOKE SCREENERS MOVIE FACT SHEET

Why Tobacco Use in the Movies is an Issue for Young People

Major movie characters are three times more likely to smoke than people in real life.[1]



The American Lung Association studied the top 50 U.S. movie box office hits for 1997/1998 and found that 88% contained tobacco use, and 38% contained cigars.[2]

The average PG movie for 1997/1998 showed smoking 18 separate times (an increase over previous years), and the average PG-13 movie showed smoking 13 separate times.[3]

At least three "Marlboro Men" have died from lung cancer, including Wayne McLaren (1992), Dave McLean (1995), and Edward Hall (1996).[4]

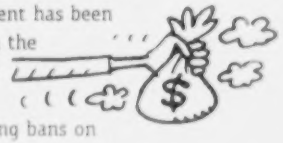
Producers of the James Bond movie *License to Kill* were forced to include a health warning because the cigarette manufacturer, Philip Morris, paid $350,000 to get cigarettes featured in this movie. Tobacco companies report that they stopped paid "product placements" in 1990.[5]

Two-thirds of all major children's animated films include the use of tobacco and alcohol. All seven animated films released in 1996 and 1997 contained tobacco use.[6]

R.J. Reynolds once hired Fred Flinstone and Barney Rubble to star in an ad for Winston cigarettes.[7]

In the '90s, Marlboro brand exposure in movies was 10 times as high as any other brand of tobacco.[8]

Tobacco industry documents show that cigarette product placement has been used in the past to dodge adverting bans on television.[9]



I worked as a scientist for the nation's third largest tobacco company. A 1999 major motion picture about my story will open the public's eye to the truth behind the tobacco indutry's smoke and lies.

J.W. Wigand

Dr. Jeffrey Wigand,
tobacco industry
whistle-blower

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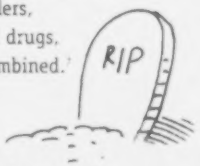
SMOKE SCREENERS

HEALTH FACT SHEET

Tobacco-Related Facts That Young People Need to Know

Cigarette smoking causes more deaths than AIDS, alcohol, car accidents, murders, suicides, illegal drugs, and fires — combined.[7]

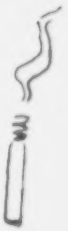


Over 70% of adolescent smokers wish they had never started smoking in the first place.[8]

Kids who smoke just one cigarette per week can experience coughing and shortness of breath.[9]

Cigarette smoke contains over 4,000 chemicals, including ammonia (floor/toilet cleaner), arsenic (rat poison), formaldehyde (body tissue preserver), and hydrogen cyanide (gas chamber poison).[10]

On average, a pack-a-day smoker spends from $690 to $980 a year on cigarettes — that's enough to buy at least 46 music CD's.[11]



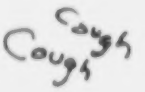
The World Health Organization has predicted that by the year 2025, 500 million people worldwide will have died from a tobacco-related illness. That is an entire Vietnam War every day for 27 years, or a Titanic sinking every 43 minutes for 27 years.[12]

Most teens who smoke are addicted to nicotine. They want to quit, but experience the same cravings, frustration, irritability, and anxiety that adults do when they try to kick the habit.[9]

Smoking increases your risk of early tooth loss.[13]

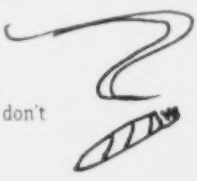
Seventy-two percent of high school seniors consider smoking a dirty habit, and say they'd rather date someone who doesn't smoke.[9]

The effects of smoking include coughing, wheezing, shortness of breath, bad breath, wrinkles, yellow teeth and nails, and addiction to a toxic chemical.[14]



Spit- tobacco, or "chew," cigars, and bidis are not safe alternatives to cigarettes; low-tar and additive-free cigarettes are not safe either.[15]

The fact is, most kids don't smoke.[15]



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Smoke Screeners Health Fact Sheet

Tobacco-Related Facts That Educators Need to Know

Teen smoking is one of the few warning signs we have in public health. Teens who smoke are 3 times more likely than non-smokers to use alcohol, 8 times more likely to use marijuana, and 22 times more likely to use cocaine. Smoking is also associated with a host of other risk behaviors such as fighting and engaging in unprotected sex.[4]

Smoking can cause chronic lung disease, coronary heart disease, and stroke, as well as cancer of the lung, larynx, esophagus, mouth, and bladder. Smoking is also known to contribute to cancer of the cervix, pancreas, and kidney.[10]

Tobacco use causes about one in every five deaths, and is the single most preventable cause of death and disease in our nation.[8]

Nearly all experimentation with tobacco occurs before high school graduation. If young people can be kept tobacco-free, most of them will never start using tobacco.[9]

Smoking-related illnesses cost the nation more than $100 billion each year.[7]

Approximately 36% of high school students are current cigarette smokers, as compared to 24% among adults.[13, 14]

If current trends continue, an estimated 5 million young people alive today will die from tobacco.[6]

Although consideribly lower than rates among white youth, smoking among African American students has increased 80%, and 34% for Hispanic students since 1991. Smoking among white students has increased 28% since 1991.[15]

According to a 1997 survey of high school students, 31.2% of males, and 10.8% of females had used a cigar within the last month.[15]

The tobacco industry spends over $5 billion annually in the U.S. to advertise and promote cigarettes (that's more than $13 million each day).[18]

85% of adolescent smokers buy Marlboro, Camel, and Newport — the three most heavily advertised brands.[5]

Each year, exposure to secondhand smoke causes an estimated 3,000 *nonsmoking* Americans to die of lung cancer and causes up to 300,000 children to suffer from lower respiratory tract infections. In fact, the EPA has named secondhand smoke a Group A carcinogen.[12]

Several studies have found nicotine as addictive as heroin, cocaine or alcohol.[4]

The smokeless tobacco products that are flavored, easy-to-use, and have lower levels of available nicotine are the most popular with new users; and are commonly referred to as "starter" products. After a few years of use, young users prefer brands with more available nicotine.[11]

ABOUT THE SMOKE SCREENERS PROGRAM

Smoke Screeners is an educational program to increase awareness among youth about tobacco use in the movies. It was created as a part of the youth initiative of the Massachusetts Department of Public Health's anti-smoking campaign and is now a national effort. The Centers for Disease Control and Prevention would like to extend its gratitude to Massachusetts for kindly allowing use of this product for national distribution.

Special thanks to the members of the Secretarial Initiative to Reduce Tobacco Use Among Teens and Preteens workgroup, including Kelly Barry (Stop Teenage Addiction to Tobacco), Carlea Bauman (Florida Department of Health), Pat Etem and Stacy Dyer (LA Link), Ripley Forbes (Office of Public Health and Science), Trisha Gibson and Curt Mekemson (American Lung Association of Sacramento - Emigrant Trails), Ann Houston (North Carolina Department of Health and Human Services), Dianne May (Michigan Department of Community Health), Rebecca Murphy (Utah Department of Health), Susan Russell (Consultant to the Office on Smoking and Health, CDC), Bob Vollinger (National Cancer Institute), and to the many public school teachers who provided feedback on this product.

GLOSSARY

Addiction - the psychological need for nicotine, including a tolerance for nicotine, withdrawal symptoms if an attempt is made to quit, and a high probability of starting again after quitting.

Bidi - a small, brown, hand-rolled cigarette that is made in India and other Southeast Asian countries, and consists of tobacco that is wrapped in a tendu leaf. Bidis are sold in a wide variety of flavors.

Character Development - the unfolding or growth of a character as the plot develops. This can be seen not only through what they say, but also how they act, and react to situations.

Glamorization - associates tobacco with desirable qualities such as popularity, attractiveness, maturity, independence, success, fun, relaxation, and an escape from reality.

Incidence of Smoking - the number of times the viewer sees different characters smoking during one film, TV show, or video. (For example - if the camera shows a character smoking, turns away, and then back to the same character smoking the same cigarette, that would be two incidents of smoking.)

Media - any form of communication that reaches the general public, such as film, TV, radio, newspapers, magazines, billboards, posters, the Internet, and more.

Media Literacy - the ability to critically analyze messages in the print and electronic media, and to use media in positive ways.

Normalization - portrays tobacco use as a routine, natural part of everyday activities, something that "everyone" does.

Product Placement - when companies arrange to have a specific brand used in a particular TV show or film, or by a specific actor.*

Secondhand Smoke - a mixture of the smoke exhaled by smokers and the smoke that comes off the burning end of a cigarette, cigar, pipe, or bidi (also referred to as environmental tobacco smoke or ETS).

Storyboard - a series of rough sketches that show the plot, action, characters, and setting of a film, used before actual filming begins.

**Note: According to the 1998 Master Settlement Agreement between the tobacco industry and 46 states, the use of tobacco product placement is strictly prohibited.*

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SMOKE SCREENERS
RESOURCE & INFORMATION SHEET

Letter-Writing Campaign Addresses

MOVIE STUDIOS

Columbia Pictures, TriStar, and Sony Pictures
Publicity Office
1202 Washington Blvd.
Culver City, CA 90232-3195

Disney/Touchstone
Attn: Feature Film Prod.
500 S. Buena Vista
Burbank, CA 91521

MGM-UA
Attn: Production
2500 Broadway St. 5th Floor
Santa Monica, CA 90404

Miramax
Attn. Publicity
375 Greenwich St., 3rd floor
New York, NY 10013

New Line Cinema
116 N. Robertson Blvd.
Suite 200
Los Angeles, CA 90048

Orion Pictures
7th Floor
1888 Century Park East
Los Angeles, CA 90067

Paramount Pictures
Attn. Publicity
5555 Melrose Ave.
Hollywood, CA 90038

20th Century Fox
Attn: Viewer Comments
10201 W. Pico Blvd.
Los Angeles, CA 90035

Universal Pictures
100 University City Plaza
Universal City, CA 91608

Warner Brothers
Attn. Feature Film Prod.
4000 Warner Blvd.
Burbank, CA 91522-000

TELEVISION NETWORKS

ABC
Television Network
Programming
4151 Prospect Ave.
Los Angeles, CA 90027

CBS
Television Programming
7800 Beverly Blvd.
Los Angeles, CA 90035

Fox Broadcasting
10201 W. Pico Blvd.
Los Angeles, CA 90035

NBC
30 Rockefeller Plaza
New York, NY 10112

UPN
11800 Wilshire Blvd.
Los Angeles, CA 90025

WB Network
4000 Warner Blvd.
Burbank, CA 91522-0001

Web Site Addresses

Action on Smoking and Health (ASH)
www.ash.org

Center for Media Literacy
www.medialit.org

Centers for Disease Control and Prevention (CDC): Division of Adolescent and School Health
www.cdc.gov/nccdphp/dash

Office on Smoking and Health
www.cdc.gov/tobacco

Entertainment Industries Council
www.eiconline.org

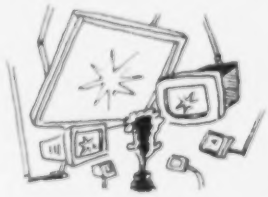
Library and Center for Knowledge Management at UCSF, Tobacco Control Archives
www.library.ucsf.edu/tobacco

Media Education Foundation
www.mediaed.org

Screen Actors Guild
www.sag.com

SLAM! Records
www.members.tripod.com/slammusic

Thumbs Up! Thumbs Down! Project at American Lung Association of Sacramento, CA
www.alaset.org



Other Resources

Celebrity Directory: The Ultimate Guide to the Addresses of over 8,000 Film and Television Stars, Authors, Politicians, Recording Stars, Athletes, and Other Famous People. Axiom Information Resources, PO Box 8015-T6, Ann Arbor, MI 48107

Hollywood Creative Directory: The Film and Television Industry Bible. Call (310) 315-4815.

Daily Variety. Purchase at your local newsstand.

Entertainment Weekly. Purchase at your local newsstand.

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